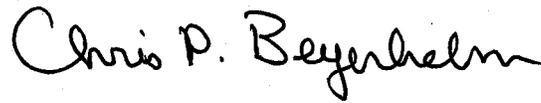


For: FSA Employees

FSA’s Workforce Engagement (WE) “Pictures and Prose” Contest

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

One of Administrator Val Dolcini’s top priorities for FSA is to improve workforce engagement. Engagement is often measured by the level of motivation, involvement, and emotional commitment to the employer’s mission; it is the extent to which employees feel passionate about their jobs. Successful employee engagement requires managers and supervisors to listen to those that work for them, and ensure that employees support the organization’s goals, values, and successes.

Through the (WE) initiative, FSA is using responses from the Employee Viewpoint Survey to enhance the workplace environment. The Office of the Administrator is developing a nationwide workforce engagement campaign. A number of positive steps have already been taken, such as enhancing performance-based and spot awards, developing new training courses, and beginning to provide employees with new computer equipment. However, more remains to be done.

As a next step in this campaign, FSA is hosting a “Pictures and Prose” contest. The winning entries will:

- continue and augment the (WE) national campaign, and
- serve as the foundational message for workforce engagement at FSA.

The winning entries will be announced nationwide and distributed to all within the agency.

Note: Entries will be accepted from all FSA employees.

Disposal Date	Distribution
October 1, 2015	All FSA Employees; State Offices relay to County Offices

Notice PM-2935

1 Overview (Continued)

B Purpose

This notice informs the national, state, and county offices that:

- FSA is conducting a voluntary creative competition, which is open to all FSA employees,
- entrants should follow all contest rules to be eligible, and
- the winning entries will be posted on the FSA Intranet and distributed for display to all FSA employees.

C Contact

For questions or comments about the “Pictures and Prose” campaign, contact Kent Politsch, Chief of Public Affairs, by either of the following:

- e-mail at kent.politsch@wdc.usda.gov
- telephone at 202-720-7163.

2 Contest Rules

A Format and Content

The contest rules consist of the following guidelines. All entries shall:

- consist of one of the following:
 - photograph,
 - poster,
 - video, or
 - prose, and
- have the ability to be opened and viewed on an FSA computer,
- be suitable for all audiences,
- include a message that describes or illustrates workforce engagement, and
- be an original entry.

Important: Because the winning entry will be placed on the FSA Intranet and printed for use in FSA offices nationwide, each entry **must**:

- include a complete list of the sources of all photographs, if applicable,
- include a signed consent and/or release form from non-employees if featured in photographs or videos, and
- not include or use copyrighted images.

Notice PM-2935

2 Contest Rules (Continued)

B Submitting Entries

Entries can be submitted by individuals or teams and must be:

- received by **COB July 20, 2015**, and
- submitted to ClimateSurvey at **WorkforceEngagement@wdc.usda.gov**.

Important: Each entrant should complete the information in Exhibit 1. More than one entry may be submitted.

All entries will become the property of FSA and may be used by FSA to promote workforce engagement. By entering this contest, the submitter(s) is/are agreeing that their name, organization, and image may be used publicly.

C Judging

Entries will be judged on the basis of originality, visual quality, message delivery, and diverse appeal.

You may submit an entry in any or all of the following categories:

- photograph (high resolution in digital formats such as: JPEG, TIF, or PDF),
- poster (graphic design or creative drawing with written title and message,

Note: If the poster is an original drawing or painting, the employee shall take a photo of it and send in the photo, and not the original work.

- video (an edited program with narration and/or natural sound of no more than 5 minutes, or a pictorial essay of no more than 10 slides,

Note: Videos must be submitted in mp3 or mp4 digital format.

- prose (creative writing that addresses “workforce engagement” such as an essay (1000 word max), newspaper editorial (400 word max), or poetry (400 word max).

Notice PM-2935

2 Contest Rules (Continued)

C Judging (Continued)

The FSA workforce will select a winner from each of the four categories based on the criteria in subparagraph A.

A Grand Prize will also be awarded based on overall creativity in addressing the (WE) theme.

An e-mail will be sent to all employees encouraging them to voluntarily vote for a top choice in each category. The voting period will end COB **August 14, 2015**. In the case of a tie, the (WE) Team will determine the winner.

D Announcing Winners

The winning entries will be announced by e-mail from the Administrator. The grand prize winner will be authorized to travel to Washington, D.C. for lunch with the FSA Administrator. Other winning entries will have their work displayed on the FSA and Workforce Engagement websites.

Pictures and Prose Contest Information

The following table contains information to be submitted with each entry.

“Pictures & Prose” Contest Information (submit by email with entry)	
Designer’s and/or author’s or lead team member’s name.	
Duty title.	
Organization.	
Address.	
Phone number.	
E-mail address.	
Type of medium submitted:	
• photograph,	
• poster,	
• video, or	
• prose.	